

<i>SERFF Tracking Number:</i>	<i>AEGA-126255440</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Western Reserve Life Assurance Co. of Ohio</i>	<i>State Tracking Number:</i>	<i>43125</i>
<i>Company Tracking Number:</i>	<i>AE 1286 0608 - WRL</i>		
<i>TOI:</i>	<i>A10 Annuities - Other</i>	<i>Sub-TOI:</i>	<i>A10.000 Annuities - Other</i>
<i>Product Name:</i>	<i>AE 1286 0608 - WRL</i>		
<i>Project Name/Number:</i>	<i>Annuity Amendatory Endorsement/AE 1286 0608 - WRL</i>		

Filing at a Glance

Company: Western Reserve Life Assurance Co. of Ohio

Product Name: AE 1286 0608 - WRL

SERFF Tr Num: AEGA-126255440 State: Arkansas

TOI: A10 Annuities - Other

SERFF Status: Closed-Approved-Closed
Closed

Sub-TOI: A10.000 Annuities - Other

Co Tr Num: AE 1286 0608 - WRL State Status: Approved-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Author: Sheila McGuire

Disposition Date: 08/07/2009

Date Submitted: 08/05/2009

Disposition Status: Approved-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Annuity Amendatory Endorsement

Project Number: AE 1286 0608 - WRL

Requested Filing Mode: Review & Approval

Status of Filing in Domicile: Authorized

Date Approved in Domicile: 06/09/2008

Domicile Status Comments: This form is approved in Ohio, our home state.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 08/07/2009

Explanation for Other Group Market Type:

State Status Changed: 08/07/2009

Deemer Date:

Created By: Sheila McGuire

Submitted By: Sheila McGuire

Corresponding Filing Tracking Number:

Filing Description:

Re: WESTERN RESERVE LIFE ASSURANCE CO. OF OHIO

NAIC #468-91413

SERFF File # AEGA-126255440

AE 1286 0608 – 30 Day Right to Cancel Amendatory Endorsement

Dear Sir or Madam:

SERFF Tracking Number: AEGA-126255440 State: Arkansas
 Filing Company: Western Reserve Life Assurance Co. of Ohio State Tracking Number: 43125
 Company Tracking Number: AE 1286 0608 - WRL
 TOI: A10 Annuities - Other Sub-TOI: A10.000 Annuities - Other
 Product Name: AE 1286 0608 - WRL
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Please find enclosed the above referenced form for your review and approval. This is a new form and is not intended to replace any form previously approved by your Department.

When a policy is issued as a replacement, this form is intended to revise the Right to Cancel provision, and will be inserted before the face page of the policy. Your state has adopted a Replacement Regulation for Life Insurance and Annuities; therefore the Right to Cancel period is extended to 30 days. This form will be used with our Fixed and Variable Annuity Portfolio.

Please note the paper and font of the attached form may change in the future. You have our assurances the form will contain the same language as approved by your Department.

We would appreciate your review and subsequent approval of the attached form.

Company and Contact

Filing Contact Information

Sheila McGuire, Forms Filing Analyst II smcguire@aegonusa.com
 4333 Edgewood Road, NE 319-355-6981 [Phone]
 MS 4280 319-355-6820 [FAX]
 Cedar Rapids, IA 52499

Filing Company Information

Western Reserve Life Assurance Co. of Ohio	CoCode: 91413	State of Domicile: Ohio
366 East Broad Street	Group Code: 468	Company Type:
Columbus, OH 43215	Group Name:	State ID Number:
(727) 299-1800 ext. [Phone]	FEIN Number: 43-1162657	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	Yes
Fee Explanation:	Ohio filing fee is \$50 per form.
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Western Reserve Life Assurance Co. of Ohio	\$50.00	08/05/2009	29637290

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	08/07/2009	08/07/2009

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Disposition

Disposition Date: 08/07/2009

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Compliance Certification		Yes
Form	Amendatory Endorsement		Yes

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Form Schedule

Lead Form Number: AE 1286 0608

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	AE 1286 0608	Policy/Cont Amendatory ract/Fratern Endorsement al Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Initial		55.100	AE 1286 0608 - WRL.pdf

**WESTERN RESERVE LIFE
ASSURANCE CO. OF OHIO**
(A STOCK COMPANY)
Home Office: [Columbus, Ohio]

Administrative Office:
[4333 Edgewood Road N.E.
Cedar Rapids, Iowa 52499
(800) 851-9777]

AMENDATORY ENDORSEMENT

The policy, certificate or contract (referred to below as policy) to which this Amendatory Endorsement is attached, Right to Cancel provision, is amended to include the addition of the following language:

If this policy is a replacement of another annuity or life insurance policy, the Right to Cancel period is extended to 30 days.

This endorsement takes effect and expires concurrently with the policy to which it is attached and is subject to all the terms and conditions of the policy not inconsistent herewith.

Signed for us at our home office.

[*William H. Ziegen*]

SECRETARY

[*Frenda Clancy*]

PRESIDENT

SERFF Tracking Number:	AEGA-126255440	State:	Arkansas
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Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item: Flesch Certification Comments: Attachments: AR Flesch Cert - WRL.pdf Flesch.pdf		
Bypassed - Item: Application Bypass Reason: Not applicable. Comments:		
Bypassed - Item: Life & Annuity - Acturial Memo Bypass Reason: Not applicable. Comments:		
Satisfied - Item: Compliance Certification Comments: Attachment: AR Compliance Cert (Reg 19) - WRL.pdf		

WESTERN RESERVE LIFE ASSURANCE CO. OF OHIO

STATE OF ARKANSAS

CERTIFICATION

This is to certify that the attached Amendatory Endorsement Form No. AE 1286 0608 has achieved a Flesch Reading Ease Score of 55.1 and complies with the requirements of Ark. Stat. Ann. § 23-80-21 through 23-80-208, cited as the Life and Disability Insurance Policy Language Simplification Act.

WESTERN RESERVE LIFE ASSURANCE CO. OF OHIO

A handwritten signature in black ink, reading "Karen Alvarado". The signature is fluid and cursive, with the first name "Karen" and last name "Alvarado" clearly distinguishable.

Karen Alvarado
Vice President, Compliance Director

August 4, 2009
Date

FLESCH READABILITY CERTIFICATION

Form Number

Flesch Score

AE 1286 0608
(w/ applicable policy form)

55.1

I certify that the machine scored Flesch Readability score(s) for the above mentioned form(s) is/are accurate.

A handwritten signature in black ink that reads "Karen Alvarado". The signature is written in a cursive style with a large initial 'K' and a stylized 'A'.

Karen Alvarado
Vice President

CERTIFICATION OF COMPLIANCE

Company Name: Western Reserve Life Assurance Co. of Ohio

Form Title(s): Amendatory Endorsement

Form Number(s): AE 1286 0608

I hereby certify that to the best of my knowledge and belief, the above form(s) and submission complies with Reg.19 s 10B, as well as the other laws and regulations of the State of Arkansas.



Karen Alvarado
Vice President, Compliance Director

August 4, 2009

Date